

Multimedia and E-commerce

Code: BCA E501C

CONTACTS: 3L + 1 T

CREDITS: 4

Multimedia system design and development

Computer Systems in Electronic Business

Business Process Re-Engineering

Electronic commerce Policy and Theory

Supply Chain Management

Customer Relationship Management

International trading network & communication protocols

Electronic payment standards

E-Commerce strategy, Marketing and Business Processes

Books:

- 1.E-Commerce, P.T. Joseph, PHI
- 2.Multimedia Systems Design,Andleigh,PHI
- 3.E-Commerce Mgmt.- Text & Cases, Krishnamurthy, VIKAS
- 4.Multimedia & Web Create, Coorough, VIKAS
- 5.Streaming Multimedia Bible with CD,Steve, Wiley Dreamtech
- 6.E-Commerce,Oka,EPH.
- 7.Beginning E-Commerce,Reynolds,SPD/WROX